

# FIELD-DIRECTED ACTIVITIES



## U.S. PUBLIC DIPLOMACY IN THE EAST ASIA PACIFIC REGION

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U.S. foreign policy continues to place emphasis on the economic, diplomatic and military relationships with the East Asia Pacific (EAP) region, which has a population of 2.25 billion people and diverse security and economic challenges. U.S. foreign policy goals require strategic people-to-people initiatives throughout the region that are especially targeted at youth. A total of 717 million young people aged 15 to 24 live in the Asia-Pacific region, comprising 60 percent of the world's youth. In fiscal year 2015, the State Department will spend \$1.4 billion for PD programs in the EAP region, which is up 8 percent since fiscal year 2013.

The region varies greatly in connectivity and media freedoms. South Korea leads the region with 84.8 percent of the population using the internet, while Burma and Timor-Leste hover around 1 percent. Media freedom also varies widely. Some countries, such as Australia and Japan, received a "free" ranking from Freedom House, but the majority of countries in the region received "partly" or "not free" rankings. The United States enjoys high favorability throughout the region. In 2015, according to the Pew Global Indicators Database, the U.S. had the lowest favorability ratings in China (44 percent), Malaysia (54 percent), Indonesia (62 percent) and Australia (63 percent) and the highest ratings in the Philippines (92 percent), South Korea (84 percent), Vietnam (78 percent) and Japan (68 percent).

U.S. public diplomacy efforts work to support foreign policy in the East Asia Pacific region. China, the largest economy and political power in the region, captures a large percentage of the U.S. public diplomacy focus, although lack of support for U.S. programs there is a major impediment. Challenges to conducting U.S. public diplomacy in East Asia Pacific are due mainly to the wide geopolitical, language, level of technological development and cultural differences between East and Southeast Asia, in addition to a lack of press freedom.

In 2015, according to Open Doors Data, China remained the top country of origin of international students in the U.S., increasing by 11 percent to 304,040. There were nearly 975,000 international students in the United States during the 2014 to 2015 academic year. Of this total, one in three was from China, and almost half were from the EAP region where Open Doors Data indicates 475,225 students came to the United States to study. During this time, the Fulbright program also awarded 692 grants to U.S. citizens to study in the EAP region and 889 grants to EAP foreign national study in the United States.

## U.S. FOREIGN POLICY GOALS

As stated in the 2015 Comprehensive Annual Report on Public Diplomacy, U.S. policy in the region, coordinated by the Bureau of East Asian and Pacific Affairs (EAP) can be reduced to six general objectives: 1) increase trade and investment and expand broad-based economic growth to create and sustain American jobs; 2) modernize and strengthen U.S. alliances while developing ties with new partners; 3) support regional institutions that problem-solve based on internationally recognized rules and norms; 4) ensure that the U.S. military presence and security efforts in the region effectively support U.S. engagement; 5) promote democratic development, good governance and human rights; and 6) expand people-to-people ties via public diplomacy tactics.

Economic engagement continues to be a key part of the rebalance strategy and U.S. foreign policy promotes trade, investment and economic growth with the Trans Pacific Partnership (TPP). The United States also emphasizes protecting human rights and the environment and enhancing maritime security. Foreign policy goals also include working with China and allies to address North Korea's nuclear program. In addition, the United States sees strengthening the institutions of the Asia Pacific and of the East Asian Summit, such as the Asia-Pacific Economic Cooperation (APEC) and Association of Southeast Asian Nations (ASEAN), as essential to building cooperation and promoting regional peace and security.

## U.S. PUBLIC DIPLOMACY GOALS

Public diplomacy plays a critical role in achieving U.S. foreign policy objectives in Asia and the Pacific. Key goals in 2015 included promoting cooperation through the Trans Pacific Partnership (TPP), encouraging China to be a responsible global actor, and supporting a strong, unified Association of Southeast Asian Nations (ASEAN). Public diplomacy and public affairs programming aims to:

- Promote the United States as a partner of choice and trusted ally;
- Advocate for U.S. foreign policy through strategic communication and programs;
- Encourage prosperity and growth, alongside embassy economic and commercial counterparts;
- Advocate for strong regional bodies and a rules-based approach to solving complex issues;
- Support civil society and empower an informed, active citizenry; and
- Counter violent narratives in the region.

There are American and locally engaged staff at the more than 20 U.S. embassies and consulates in the region. They aim to target youth, women, and entrepreneurs in addition to journalists, civil society leaders and academics. Primary tactics include English-language teaching, educational advising and cultural programs to engage audiences in face-to-face activities. Much of this is done in the 83 American Spaces (libraries, cultural centers and information resource centers) in the region. Person-to-person contact and exchanges, such as the Fulbright program and the International Visitor Leadership Program, remain especially popular. Described more below, the Young Southeast Asian Leaders Initiative (YSEALI) was launched in 2013 to support and train a new generation of entrepreneurs and civil society leaders in the ASEAN community.

## U.S. PUBLIC DIPLOMACY SPENDING

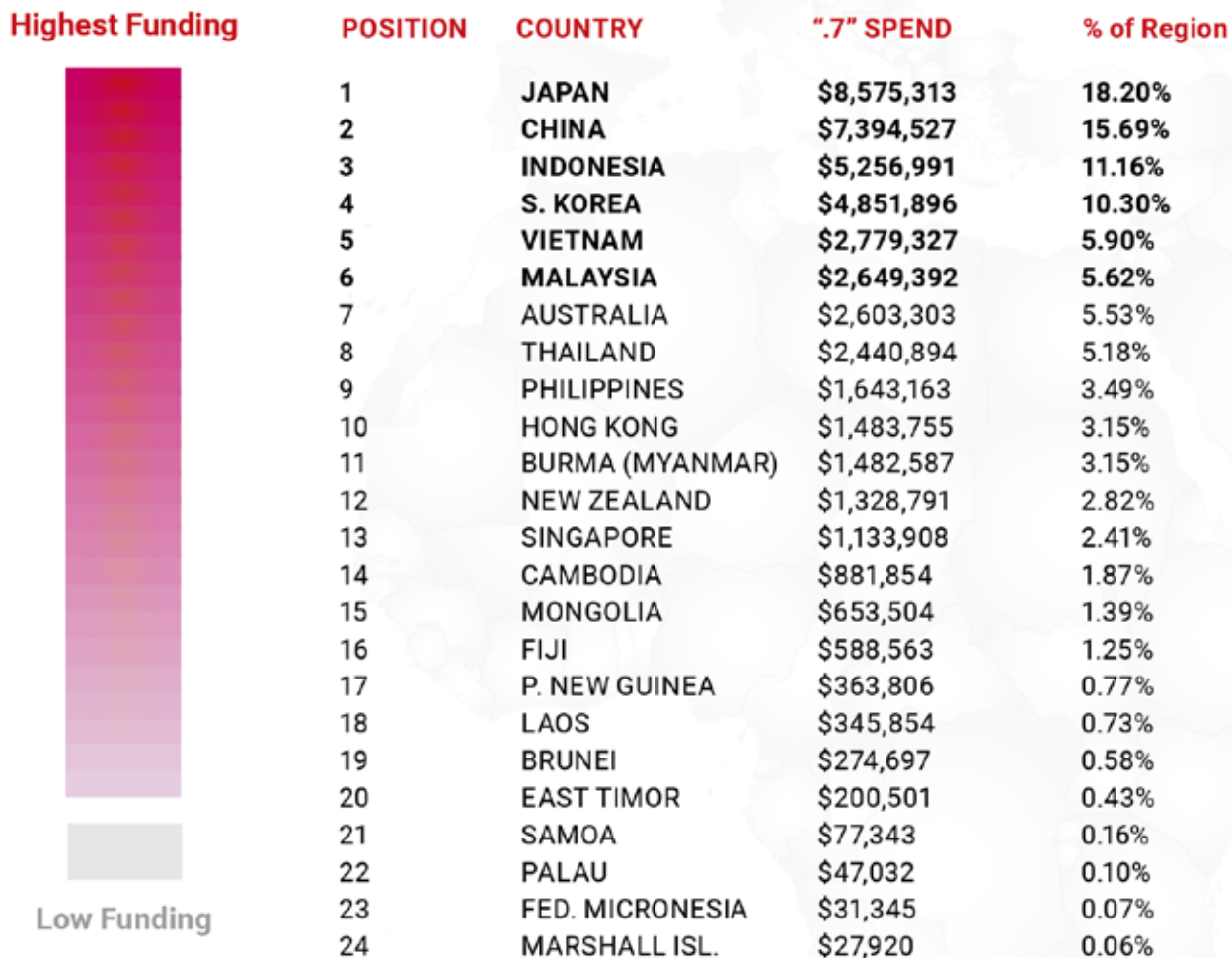
The majority of U.S. public diplomacy funds in fiscal year 2014 went to Japan (\$8.88 million) and China (\$7.88 million), followed by Cambodia (\$5.97 million), Indonesia (\$5.61 million), South Korea (\$5.06 million), Vietnam (\$4.02 million), Burma (\$3.28 million), Thailand (\$3.12 million), Malaysia (\$2.88 million), Australia (\$2.85 million), Philippines (\$2.31 million), Hong Kong (\$1.56 million), Papua New Guinea (\$1.47 million), New Zealand (\$1.43 million), Singapore (\$1.20 million), and East Timor (\$1.13 million). The remaining eight countries, spent less than \$1 million on public diplomacy expenditures. No public diplomacy funds were spent separately on Taiwan or North Korea. Expenditures in Japan were especially high given the high cost of living in Tokyo, numerous consulates and the need to support locally employed staff (LE staff) to implement a range of activities, including program support for ECA-driven activities like the Fulbright program.



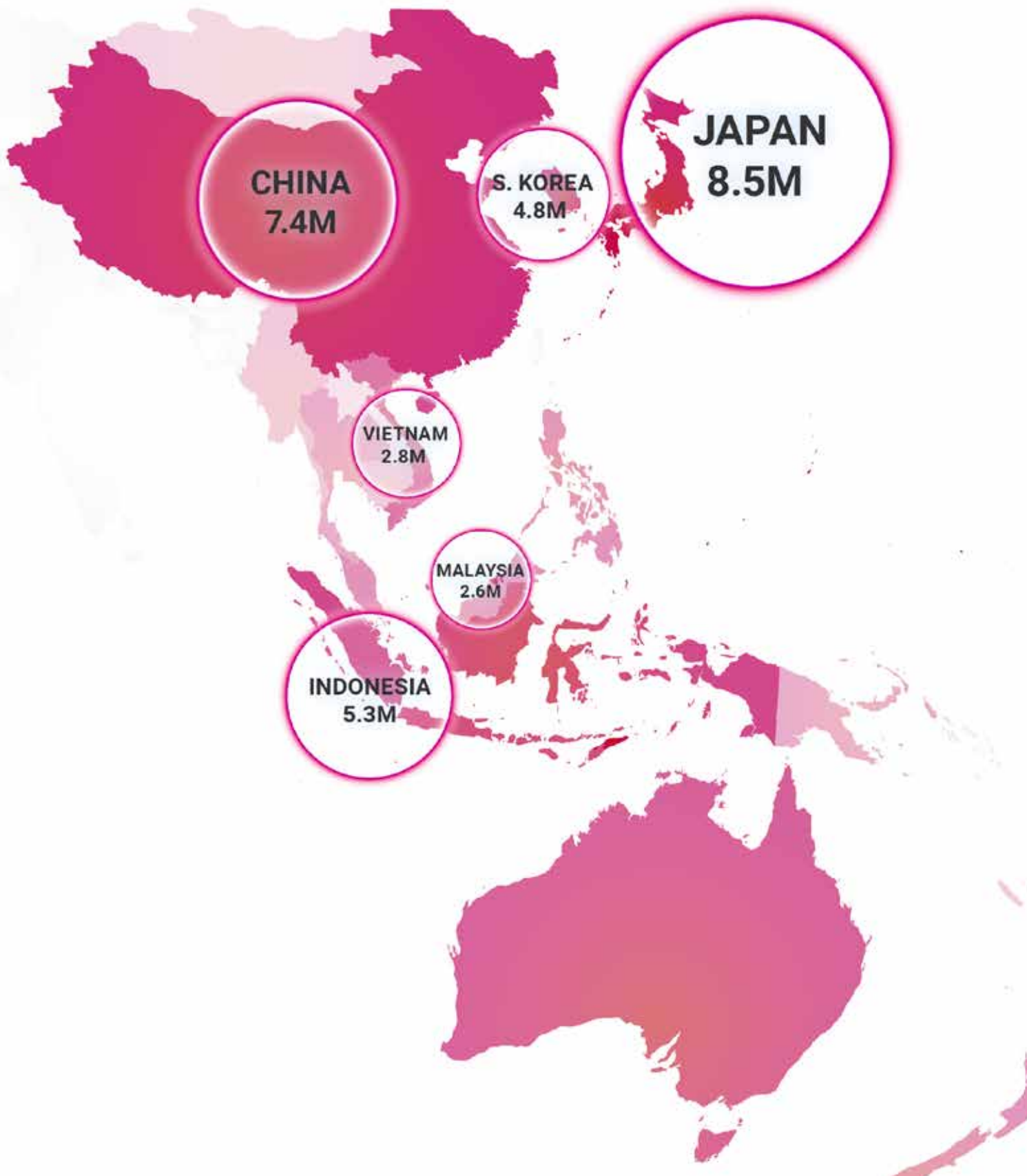
'Future Leaders' from 19 Pacific Islands, gathered in Hawaii in early September for a conference on social entrepreneurship and leadership. [State Department Photo]

# EAST ASIA PACIFIC: BASE PUBLIC DIPLOMACY SPENDING

Diplomatic & Consular Programs Budget, .7 Funding

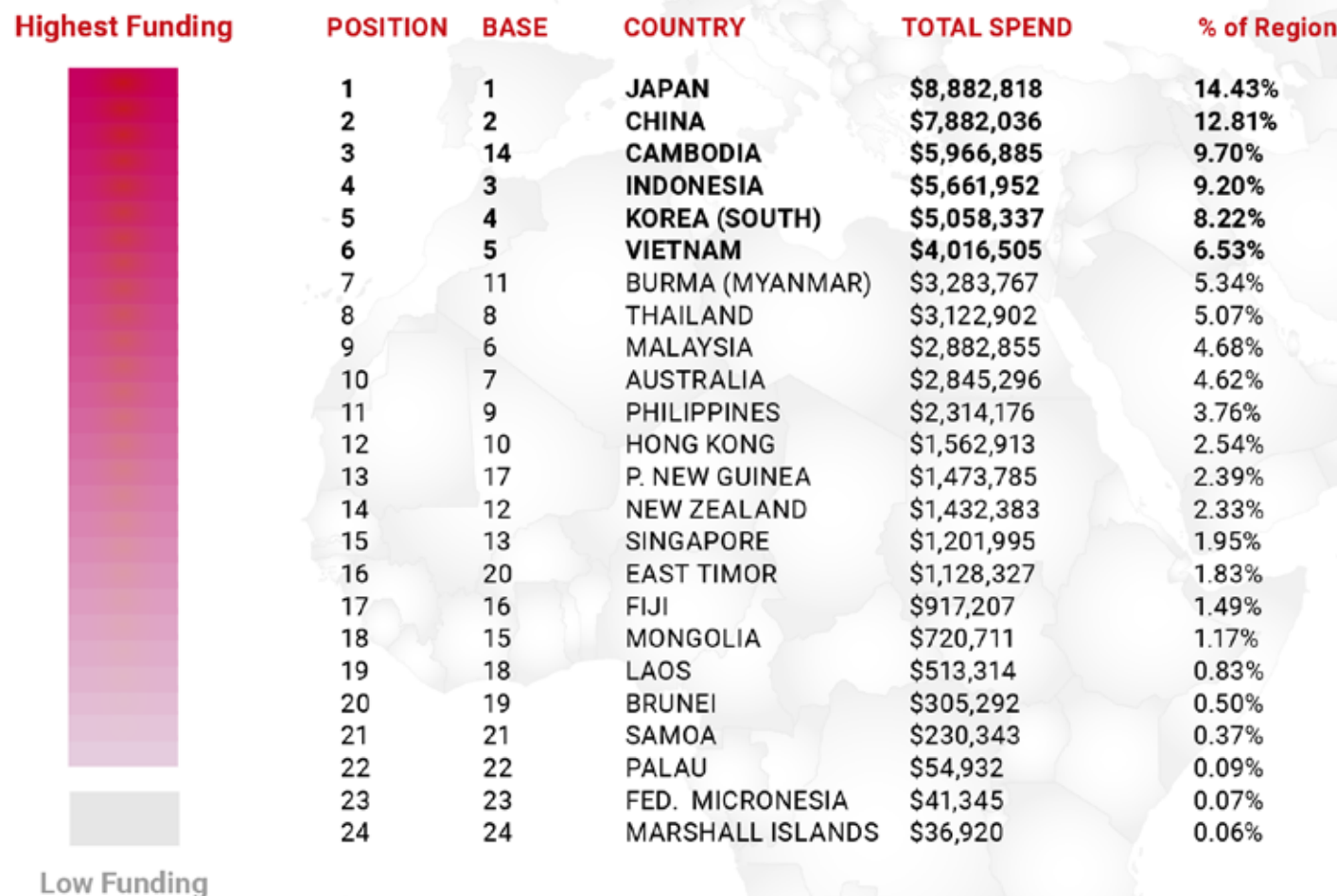


## 2015 BASE BUDGET

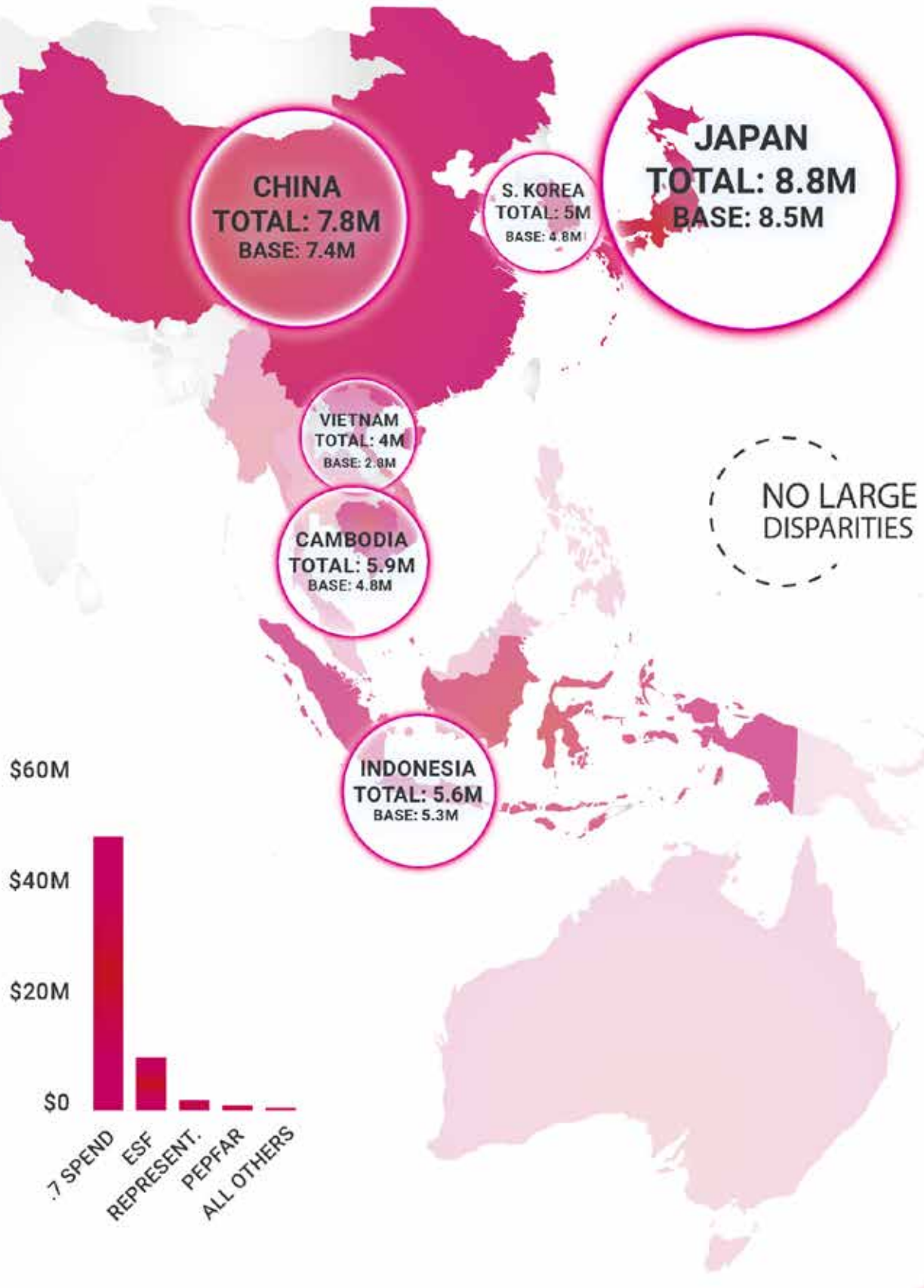


# EAST ASIA PACIFIC: TOTAL PUBLIC DIPLOMACY SPENDING

Diplomatic & Consular Programs Budget + All Reported Supplemental Funding Routed Through Public Affairs Sections



## 2015 TOTAL PD SPENDING



# EAST ASIA & THE PACIFIC REGION

## PUBLIC DIPLOMACY SPENDING

|                           | FY 2013      |               | FY 2014      |              | FY 2015      |              |
|---------------------------|--------------|---------------|--------------|--------------|--------------|--------------|
|                           | D&CP         | All Sources*  | D&CP         | All Sources* | D&CP         | All Sources* |
| <b>Total Funding</b>      | \$38,443,386 | \$146,680,375 | \$44,185,333 | \$50,376,359 | \$47,116,266 | \$61,536,996 |
| <b>Average Funding</b>    | \$1,601,808  | \$5,867,215   | \$1,841,056  | \$2,015,054  | \$1,963,178  | \$2,564,041  |
| <b>Standard Deviation</b> | \$2,139,089  | \$7,641,082   | \$2,283,872  | \$2,403,438  | \$2,344,773  | \$2,520,236  |

### REGIONAL COUNTRY SPENDING RANKED BY FY 15 TOTAL SPENDING

|              |                                | FY 2013 Actual |              | FY14 Actual |              | FY15 Actual |              |    |
|--------------|--------------------------------|----------------|--------------|-------------|--------------|-------------|--------------|----|
| Country Name |                                | D&CP           | All Sources* | D&CP        | All Sources* | D&CP        | All Sources* |    |
| 1            | JAPAN                          | \$8,474,231    | \$16,981,594 | \$8,437,195 | \$8,666,186  | \$8,575,313 | \$8,882,818  | ⬆️ |
| 2            | PEOPLES REPUBLIC OF CHINA      | \$6,383,297    | \$25,794,247 | \$7,281,588 | \$7,760,211  | \$7,394,527 | \$7,882,036  | ⬆️ |
| 3            | CAMBODIA                       | \$570,349      | \$3,270,938  | \$711,196   | \$807,945    | \$881,854   | \$5,966,885  | ⬆️ |
| 4            | INDONESIA                      | \$4,334,519    | \$29,781,743 | \$5,113,591 | \$5,517,627  | \$5,256,991 | \$5,661,952  | ⬆️ |
| 5            | KOREA (SOUTH)                  | \$3,748,614    | \$10,910,950 | \$4,178,311 | \$4,681,751  | \$4,851,896 | \$5,058,337  | ⬆️ |
| 6            | VIETNAM                        | \$1,528,532    | \$8,537,873  | \$2,868,323 | \$3,968,612  | \$2,779,327 | \$4,016,505  | ⬆️ |
| 7            | BURMA                          | \$940,254      | \$5,681,075  | \$1,487,365 | \$3,126,713  | \$1,482,587 | \$3,283,767  | ⬆️ |
| 8            | THAILAND                       | \$1,689,951    | \$6,996,402  | \$1,866,209 | \$2,086,208  | \$2,440,894 | \$3,122,902  | ⬆️ |
| 9            | MALAYSIA                       | \$1,480,589    | \$6,967,034  | \$1,805,280 | \$2,027,167  | \$2,649,392 | \$2,882,855  | ⬆️ |
| 10           | AUSTRALIA                      | \$2,522,643    | \$5,728,453  | \$2,541,407 | \$2,648,692  | \$2,603,303 | \$2,845,296  | ⬆️ |
| 11           | PHILIPPINES                    | \$1,543,052    | \$6,142,729  | \$1,990,210 | \$2,577,410  | \$1,643,163 | \$2,314,176  | ⬇️ |
| 12           | HONG KONG                      | \$1,295,057    | \$2,293,122  | \$1,361,110 | \$1,386,503  | \$1,483,755 | \$1,562,913  | ⬆️ |
| 13           | PAPUA NEW GUINEA               | \$220,091      | \$672,051    | \$318,520   | \$414,550    | \$363,806   | \$1,473,785  | ⬆️ |
| 14           | NEW ZEALAND                    | \$1,048,990    | \$2,813,380  | \$1,229,955 | \$1,314,910  | \$1,328,791 | \$1,432,383  | ⬆️ |
| 15           | SINGAPORE                      | \$784,316      | \$1,990,669  | \$1,105,400 | \$1,138,221  | \$1,133,908 | \$1,201,995  | ⬆️ |
| 16           | EAST TIMOR                     | \$235,759      | \$1,525,105  | \$133,154   | \$134,714    | \$200,501   | \$1,128,327  | ⬆️ |
| 17           | FIJI                           | \$411,673      | \$757,688    | \$447,397   | \$484,194    | \$588,563   | \$917,207    | ⬆️ |
| 18           | MONGOLIA                       | \$442,540      | \$3,067,663  | \$475,522   | \$553,217    | \$653,504   | \$720,711    | ⬆️ |
| 19           | LAOS                           | \$412,349      | \$2,674,002  | \$443,705   | \$519,120    | \$345,854   | \$513,314    | ⬇️ |
| 20           | BRUNEI                         | \$202,030      | \$468,687    | \$243,942   | \$250,151    | \$274,697   | \$305,292    | ⬆️ |
| 21           | SAMOA                          | \$76,497       | \$800,797    | \$61,791    | \$61,791     | \$77,343    | \$230,343    | ⬆️ |
| 22           | PALAU                          | \$29,156       | \$85,156     | \$14,204    | \$14,204     | \$47,032    | \$54,932     | ⬆️ |
| 23           | FEDERATED STATES OF MICRONESIA | \$45,898       | \$260,898    | \$33,651    | \$57,651     | \$31,345    | \$41,345     | ⬇️ |
| 24           | MARSHALL ISLANDS               | \$23,000       | \$126,000    | \$36,305    | \$67,305     | \$27,920    | \$36,920     | ⬇️ |
| 26           | AMERICAN INSTITUTE IN TAIWAN   |                | \$2,352,120  |             | \$111,304    |             |              | ⬇️ |

\*Total funding from all reported sources. Due to lag in reporting of some funding types, FY14 and FY15 data may not reflect all additional funding sources. For example, ECE funding data reporting generally lags 2 fiscal years behind.

## PROGRAM SAMPLE

### **Young Southeast Asian Leaders Initiative (YSEALI):**

Launched in 2013, the Young Southeast Asian Leaders Initiative (YSEALI) works to ensure the United States is the preferred partner in Asia by building a network of effective, pro-U.S. leaders throughout Southeast Asia. YSEALI aims to develop the leadership capabilities of youth ages 18–35, strengthens ties between the United States and Southeast Asia, promotes regional collaboration on problems and nurtures an ASEAN community. The program consists of U.S.-based exchanges, regional workshops, grant funding and digital programs. YSEALI Fellowships bring nearly 500 exceptional young leaders from ASEAN countries to the United States annually for a short-term exchange to further develop their expertise in entrepreneurship and economic empowerment; environment and natural resources management; education; and civic engagement. Young professionals receive direct work experience through fellowships with U.S.-based businesses, NGOs or government offices and are chosen through a competitive application process. Academic fellows spend five weeks at a U.S. university studying and planning activities to implement upon their return home. Regional workshops have provided hands-on skills training and deeper knowledge on entrepreneurship, environmental protection and education to more than 1,200 members since the program began. In 2015, YSEALI held its largest event to-date, bringing together 500 program alumni for a three-day leadership summit and town hall with President Obama in Kuala Lumpur. In fiscal years 2014 and 2015 the Seeds for the Future grant program awarded a total of more than \$465,000 to 36 multinational teams for projects that improve their communities and the region. YSEALI membership doubled over the past year to more than 69,000 youth across Southeast Asia, and YSEALI social media platforms provide for daily digital engagement with this network. The fiscal year 2017 budget request includes \$8 million for education and cultural exchange (ECE) programs to fund 500 exchanges, a \$3 million (60 percent) increase over fiscal year 2015 actuals of \$5 million.

**Burma: Supporting Media and Civil Society:** The U.S. embassy in Rangoon, in partnership with the International Center For Journalists hosted training courses on election coverage for local journalists in Rangoon and Mandalay in fiscal year 2015 in advance of Burma's historic elections in November 2015. This initiative followed up on an elections reporting tour of the U.S. midterm elections funded by the Under Secretary for Public Diplomacy's office. In Rangoon, approximately 80 journalists took part in a six-day workshop at the American Center, which focused on covering constituencies' needs, working with political parties, journalism ethics, digital media and security, and investigative reporting.

At a condensed three-day version of the workshop in Mandalay, a group of 35 mostly print reporters focused on working with parties and civil society on election reporting and on understanding ethics and the difference between traditional and social media. Journalists in both training programs included a mix of veteran reporters, editors and freelancers. Minister of Information Ye Htut delivered remarks at the Rangoon training session.

### **Indonesia: Connecting People to Policy @america:**

The state-of-the-art American Space in Indonesia, @america, specializes in making foreign policy accessible to everyday people and welcomed 163,000 Indonesians through its doors in 2015. Celebrating its fifth year of operation, @america raises awareness of U.S. positions and mindsets, develops citizens' critical thinking skills and encourages action in line with U.S. interests. Examples of creative programming that attracts people to policy include an interactive series entitled "Expresso Yourself," which examined sustainable agricultural practices, entrepreneurship and more through the lens of International Coffee Day. Another series encouraged Indonesians to be responsible stewards of oceans, and offered education in sea life conservation, marine pollution, marine biodiversity and sustainable fishing. Recognizing that students are most likely to visit the American Space outside of school hours, @america offered extended programming hours on Saturdays to showcase American education including how to study in the United States; English language learning; massive open online courses (MOOCs); and science, technology, engineering, and mathematics (STEM) skills workshops. Since opening in December 2010, @america hosted more than 860,000 visitors at more than 3,100 events.

**Mongolia: Promoting Human Rights:** In Mongolia, public diplomacy promotes human rights through respect for women's right to live free from domestic violence. The U.S. embassy in Ulaanbaatar partnered with the National Center Against Violence to bring Mongolian leaders to Alaska where they studied best practices in domestic violence prevention, shelter management and treatment for survivors. Additionally, American and Mongolian experts in domestic abuse prevention teamed up and created training materials for shelter staff and survivor advocates.

**China: Boosting Study in the U.S.:** China sends the most students to study in the United States, with numbers increasing each year. While the country represents tremendous potential growth for U.S. schools, universities, and research organizations, China's widespread, fee-for-service local educational advising sector provides uneven information on foreign study opportunities and processes. To combat this, the U.S. embassy in Beijing developed two digital tools to counter

misinformation and connect directly with the burgeoning Chinese student population. Education information kiosks and a phone-based app educate Chinese students on study and research opportunities across the United States. With these innovative digital platforms, students can track their application progress, follow step by step student visa procedures and prepare for their experience in the United States. These “virtual student advisor” tools are maximizing outreach to key audiences and providing balanced and correct information on why the United States should remain the top destination for Chinese students.

**China: Sharing American Culture:** Thanks to the U.S. Mission China, the Carolyn Malachi Band was the first American band to ever perform in the Ningxia Hui

Autonomous Region of China. The State Department’s American Music Abroad (AMA) program sponsored the band’s two-week China tour, which also included stops in the major Chinese cities of Wuhan, Harbin, Nanjing, Shanghai and Chengdu. Prior to the concerts, American officials offered the United States’ friendship to the Chinese and explained the importance of the United States and China deepening our countries’ cooperation and mutual understanding. The band shared messages of positivity, women’s empowerment and the importance of diversity. It also invited local musicians to join in with guqin and pipa, traditional Chinese instruments. Over 100,000 Chinese attended live hip-hop and jazz concerts, master classes and lectures and an additional 100+ million viewers joined in the experience through media outlets.

# U.S. INTERNATIONAL MEDIA IN THE EAST ASIA PACIFIC REGION

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## RADIO FREE ASIA (RFA)

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Languages: Burmese, Cambodian, Lao, Vietnamese, Mandarin, Cantonese, Uyghur, Korean, Tibetan

NOTE: All radio broadcast hours below exclude broadcasts on affiliates, like the Khmer program on Beehive Radio.

### RFA'S MANDARIN SERVICE

FY 2015: \$4.696 million (\$6.093 million with program delivery)  
RFA's Hong Kong Office: FY 2015 \$445,000 (Mandarin and Cantonese)

RFA's Taipei Office: FY 2015 \$117,000

**Origin:** 1996

**Delivery Method:** Radio (SW, MW, Satellite), Satellite Television, Video Webcasts, Website and applications, Social Media

**Radio Original Programming:** 31 hours/week

**Radio Total Broadcast:** 84 hours/week

**Television Original Programming:** 2.5 hours/week

**Television Total Broadcast:** 14 hours/week

RFA's Mandarin Service breaks sensitive news stories, investigates corruption and abuse of power, provides a forum for free discussion, and presents analysis of news that is banned in China. RFA allows censored content to live on digitally and on the airwaves. RFA aims to build Chinese civil society, provide a model free press and increase coverage of Chinese NGOs' efforts and achievements, which can offer an alternative vision in this society. It also provides a forum for inter-ethnic understanding. Sample programs include: "APR PM," which focuses on breaking stories on rights-related issues such as church demolitions, lawyer arrests, land grab clashes and mass protests; "APR AM," which focuses on current affairs analysis of issues, such as the South China Sea dispute, China's volatile stock market and China's censorship of the media and internet, among other topics; and call-in shows that take calls from listeners inside China. The service also has in-depth feature shows focusing on women's and children's issues and historical events that have been intentionally covered up and ignored by the ruling Chinese Communist Party. RFA's newly created Mandarin TV unit has covered important news events such as the historic Taiwanese elections, as well as created innovative programming around the upcoming 50th anniversary of the Cultural Revolution. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts (with stores on iTunes and Google Play) and TuneIn.

### RFA'S TIBETAN SERVICE

FY 2015: \$4.059 million (\$5.837 million with program delivery)  
RFA Dharamsala Office: FY 2015 \$28,000

**Origin:** 1996

**Delivery Method:** Radio (SW, Satellite), Website and Mobile applications, Social Media

**Radio Original Programming:** 35 hours/week

**Radio Total Broadcast:** 70 hours/week

**Television Original Programming:** 1.5 hours/week

**Television Total Broadcast:** 28 hours/week

RFA provides uncensored Tibetan news in all three Tibetan dialects to the people in the Tibet Autonomous Region and Tibetan-populated areas in Chinese provinces. It features breaking news on human rights abuses, dissent, crackdowns, detentions and the wave of self-immolations aimed at protesting Chinese rule. In 2015, RFA's Tibetan Service launched its first satellite television news broadcast, providing another avenue to bring its coverage to audiences in China's Tibetan region. The addition of TV programming enabled the service to begin planning extensive coverage of the Tibetan exile government elections in 2016 with televised debates and interviews with candidates. RFA is also an authoritative source of news about Tibet for the international media and it works to preserve Tibetan history, language and culture through programming aimed at educating younger Tibetans while acting as a forum for Tibetans worldwide to share their concerns. RFA strives to counter the isolation of Tibetans from one another and from their own historical culture, providing connection to disenfranchised Tibetans. The service also plays a critical role in countering Chinese official propaganda relating to Tibetan issues. In addition, RFA provides a neutral forum for inter-ethnic understanding where Han Chinese, Tibetans and Uyghurs can better grasp the issues facing China's ethnic minorities. Sample programs include daily morning and evening news programs; talk shows; lectures by the Dalai Lama; columns by Tibetan writer and poet Woenser; and regular weekly features on women's issues, health, Hong Kong and Taiwan and South Asia. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts (with stores on iTunes and Google Play) and TuneIn.

## RFA'S KOREAN SERVICE

FY 2015: \$2.338 million (\$3.439 million with program delivery)

RFA Seoul Office: FY 2015 \$445,000

**Origin:** 1997

**Delivery Method:** Radio (SW, MW, and Satellite), Website and Mobile applications, Social Media

**Radio Original Programming:** 24.5 hours/week

**Radio Total Broadcast:** 35 hours/week

RFA provides uncensored news and commentary about North Korea to the people of the tightly ruled state. It offers a platform for North Korean defectors to voice their experiences in the free world and their thoughts on the air. RFA provides breaking news on key events inside North Korea, including North Korean voices, as well as perspectives from the global North Korean diaspora. Increasingly, RFA's Korean Service is offering cultural information, especially news about the thriving cultural world in South Korea. RFA plans to explore more deeply the implications of North Korea's dependence on China and China's role in North Korea. Sample programs include North Korea's human rights and other domestic issues; the totalitarian country's workers toiling overseas, personal experiences of defectors based in South Korea and other countries; IT and mobile communications in North Korea; and trends/hot issues in South Korea and the rest of the world. RFA has close to 20 North Korean defectors contributing programs relevant to people in the hard-line communist state. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts (with stores on iTunes and Google Play) and TuneIn.

## RFA'S BURMESE SERVICE

FY 2015: \$1.820 million (\$2.181 million with program delivery)

RFA's Yangon Office: FY 2015 \$501,000

**Origin:** 1997

**Delivery Method:** Radio (SW, MW, Cross-border FM), Satellite Television, Website and Mobile applications

**Radio Original Programming:** 14 hours/week

**Radio Total Broadcast:** 28 hours/week

**Television Original Programming:** 3 hours/week

**Television Total Broadcast:** 10.5 hours/week

RFA plays a critical role in monitoring the implementation of political, economic and other reforms following more than five decades of harsh military rule. While relatively free elections in 2015 were won by Aung San Suu Kyi's National League for Democracy, many democratic reforms have stalled. RFA's Burmese Service exposes abuses of power in land confiscation and highlights ethnic minority, environmental and media freedom issues, including the harassment of journalists. In 2015, RFA prepared to expand coverage with live daily hour-long news programs with reports from all of Myanmar's provinces, interviewing

candidates, on-the-ground experts and ordinary citizens from all walks of life, ethnic origins and religions. RFA also provided extensive coverage of the Rohingya migrant crisis as Burmese authorities refused to grant refugee status to tens of thousands of the Muslim ethnic group that has long faced official discrimination and persecution. Teaming up with RFA's Mandarin Service, the Burmese Service provided firsthand coverage of the armed conflict in the country's Kokang province that led to thousands of displaced refugees along the Burma-China border. RFA provides top news in seven ethnic languages and is increasingly accessed throughout the provinces. Sample programs include political satire ("Jambon Says") and a weekly news analysis roundtable. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts (with stores on iTunes and Google Play) and TuneIn.

## RFA'S VIETNAMESE SERVICE

FY 2015: \$1.639 million (\$1.813 million with program delivery)

**Origin:** 1997

**Delivery Method:** Radio (SW, MW, satellite), Video Webcasts, Website and applications, Social Media

**Radio Original Programming:** 14 hours/week

**Radio Total Broadcast:** 14 hours/week

**Television Original Programming:** 3 hours/week on web TV

**Television Total Broadcast:** 3 hours /week on web TV

RFA provides an outlet for uncensored news on domestic issues in Vietnam, where the communist government suppresses virtually all forms of political dissent through a broad array of repressive measures. On shortwave, RFA provides information for those without access to other media, as well as traditional SW users. On the web, RFA provides video and multimedia content, targeting mobile users and a younger audience with a focus on individuals with alternative viewpoints to those of the government. As Vietnam cracks down on dissidents, bloggers, religious minorities and activists, RFA's consistent provision of banned news ensures that the thoughts of censored bloggers live on in RFA's reporting, analysis and re-postings and that important discussions are not stifled. With a team of in-country contributors and bloggers regularly submitting content and stories, RFA closely covered growing land-grab disputes with farmers that resulted in dozens being arrested in Hanoi, religious freedom crackdowns and the harassment of free speech advocates. The Vietnamese Service also expanded its offering of online webcasts, which are viewed by hundreds of thousands from inside Vietnam every week. Sample programs include an economic forum; life and health issues; discussions on arts and culture, science and technology and the environment; and insights into the lives of the Vietnamese diaspora. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts (with stores on iTunes and Google Play) and TuneIn.

## RFA'S UYGHUR SERVICE

FY 2015: \$1.229 million (\$1.694 million with program delivery)

**Origin:** 1998

**Delivery Method:** Radio (SW and Satellite), Video Webcasts, Website and applications, Social Media

**Radio Original Programming:** 7 hours/week

**Radio Total Broadcast:** 14 hours/week

**Television Original Programming:** 10 minutes/week on web TV

**Television Total Broadcast:** 10 minutes/week on web TV

RFA is the sole channel of uncensored local and international news in the Uyghur language inside China's Xinjiang Uyghur Autonomous Region. It focuses on breaking news on Uyghur dissent, crackdowns, detentions and human rights abuses and Beijing's ongoing "strike hard" and anti-terror campaign following a string of violent incidents that has left hundreds dead in recent years. RFA's Uyghur Service is also a forum for Uyghurs throughout the world to share their concerns and grievances and gives this ethnic Muslim minority a resource to engage with the global community. Reports on Uyghur history, language and culture through RFA programming are aimed at educating younger Uyghurs about what it means to be Uyghur. It also provides a forum for inter-ethnic understanding for Han Chinese, Tibetans and Uyghurs to better understand the issues of China's ethnic minorities. Sample programs include daily news; news analysis; and features on women, health, the environment, human rights, exile communities, education, culture, history and Uyghur literature. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts (with stores on iTunes and Google Play) and TuneIn.

## RFA'S LAO SERVICE

FY 2015: \$1.134 million (\$1.174 million with program delivery)

RFA Bangkok Office: FY 2015 \$223,000

**Origin:** 1997

**Delivery Method:** Radio (SW, cross-border FM affiliates, Satellite), Website and Mobile applications, Social Media

**Radio Original Programming:** 6 hours/week

**Radio Total Broadcast:** 14 hours/week

**Television Original Programming:** 1 hour/week of web TV

**Television Total Broadcast:** 1 hour/week of web TV

RFA provides Laotian audiences with news on issues and events that are censored by the domestic media. The Lao government is accused of severely restricting fundamental rights amid concerns over forced disappearances and a crackdown on freedom of expression and association. The media in Laos is mostly government-controlled and

the authorities bar reporting of issues it considers contrary to undefined "national interests" or "traditional culture and dignity." Primary sources of information are Thai stations, China Radio International and Voice of Vietnam, which broadcast in Lao but keep away from controversial issues, including land grabs, government corruption, human rights abuses and environmental degradation. In 2015, RFA was the only media outlet to report on a provincial governor approving a controversial land deal with Chinese investors regarding a national natural landmark. After RFA's coverage, the public exposure led to the official's punishment and transfer. RFA reported on officials' plans to move forward despite warnings on a controversial dam project on the Mekong River. Sample programs include: "Weekly Women and Children;" "Weekly Listeners' Corner;" "Weekly Analysis of Lao History;" "Weekly 1,139 Days in Prison," which is a story about a student who was held in labor camp for more than three years after the communist regime came into power in 1975; and the "Weekly Call-in Show." Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts (with stores on iTunes and Google Play) and TuneIn.

## RFA'S CANTONESE SERVICE

FY 2015: \$1.079 million (\$1.153 million with program delivery)

**Origin:** 1998

**Delivery Method:** Radio (SW and Satellite), Video Webcasts, Website and applications, Social Media

**Radio Original Programming:** 9 hours/week

**Radio Total Broadcast:** 14 hours/week

**Television Original Programming:** 1 hour/week

**Television Total Broadcast:** 1.5 hour/week

RFA Cantonese breaks sensitive news stories and specializes in issues in Cantonese-speaking areas, including in Hong Kong, where the people have demanded full democracy in the 2017 election for the city's leaders and where young people continue to raise the contentious topic of the territory's independence. China's largest factory centers in and around the Pearl River Delta are also a focus of RFA coverage. Among issues highlighted are those relating to China's rapid economic change, including environmental problems, land grabs, public health issues, corruption and labor issues, which can often be banned from local coverage or censored by the Chinese internet firewall. RFA Cantonese publishes and verifies internet users' content before it is deleted by the authorities, allowing censored content to live on digitally and on the airwaves. Sample programs include daily news covering demonstrations; news features on such issues as bird flu, food safety and toxic waste; and call-in shows and talk shows on current affairs. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts (with stores on iTunes and Google Play) and TuneIn.

## RFA'S CAMBODIAN SERVICE (KHMER)

FY 2015: \$815,000 (\$851,000 with program delivery)

RFA's Phnom Penh Office: FY 2015 \$602,000

**Origin:** 1997

**Delivery Method:** Radio (SW, FM affiliates), Video (webcast), Website and Mobile applications, Social Media

**Radio Original Programming:** 14 hours/week

**Radio Total Broadcast:** 14 hours/week

**Television Original Programming:** 2.5 hours/week of web TV

**Television Total Broadcast:** 2.5 hours/week of web TV

RFA's Cambodian Service is a watchdog for ordinary Cambodians and aims to provide a neutral voice on political issues and to expose abuses of power, including extrajudicial killings and land grabs, illegal logging, environmental degradation, as well as widespread corruption, labor disputes and judicial actions targeting human rights defenders.

Cambodians rely on RFA as a key provider of reliable information. Most papers, all the TV stations and almost all radio are controlled or influenced by the ruling party. In 2015, with the popularity of the Cambodian Service's TV-style news webcasts, RFA laid the groundwork to launch daily hour-long TV news programming in December (with an official launch beginning January 2016). RFA reported on Cambodia's leader Hun Sen and his party officials cracking down on political opposition, including a brutal daytime public beating of two opposition lawmakers outside the National Assembly building in Phnom Penh. Sample radio programs include: "Daily Hot News," covering corruption, land grabs and similar stories, and "Roundtable," featuring topical discussions and interviews on religion, Khmer Krom (ethnic Cambodians living in what is now Vietnam), health, women's issues and youth trends. Its social media presence includes Facebook, Twitter, YouTube, SoundCloud, podcasts (with stores on iTunes and Google Play) and TuneIn.

## VOICE OF AMERICA (VOA)

.....  
Languages: Burmese, Cantonese, Indonesian, Khmer, Korean, Lao, Mandarin, Thai, Tibetan, Vietnamese

### VOA MANDARIN SERVICE

FY 2015: \$12.131 million (\$14.861 million with program delivery)

**Origin:** 1941

**Delivery Method:** Radio (SW, Satellite, Satellite with pictures), Satellite Television, Website and Mobile Site, Social Media

**Radio Original Programming:** 42 hours/week

**Radio Total Broadcasting:** 125 hours/week

**Television Original Programming:** 14 hours/week

**Television Total Broadcasting:** 24 hours/week

VOA Mandarin provides news and feature reports that aim to counter Chinese government propaganda, provide Chinese audiences with alternative viewpoints and promote America's democratic beliefs, institutions and way of life. VOA Mandarin produces radio and television programming, as well as online content including podcasts. It also provides popular English-language learning programs and daily e-mail newsletters. VOA offers audiences in China, Taiwan, Singapore, Hong Kong and other regions news with a broad range of views that are unavailable on Chinese state media. Sample programs include: "VOA Weishi," a two-hour daily television news program with segments that explain American society, institutions and ideals, in addition to China-related reporting and discussions on social media that are blocked by the Chinese firewall; "U.S.-China Report," a 25-minute Monday through Friday program on U.S.-China relations; "Issues and Opinions," a 60-minute live television and radio news simulcast, four days a week; "History's Mysteries," a 50-minute program that highlights political and social events in Chinese

history; "Pro and Con," a weekly 60-minute debate show on hot topics; and "Strait Talk," a weekly 60-minute television talk show on China-Taiwan relations, co-produced with Taiwan affiliate BCC.

### VOA INDONESIAN SERVICE

FY 2015: \$5.939 million (\$5.939 million with program delivery)

**Origin:** 1942

**Method:** Radio (FM Affiliates), Television (National and Regional Affiliates), Website and Mobile Site, Social Media

**Radio Original Programming:** 34.25 hours/week

**Radio Total Broadcasting:** 44.75 hours/week

**Television Original Programming:** 3.53 hours/week

**Television Total Broadcasting:** 3.53 hours/week

VOA's Indonesian Service targets politically engaged Indonesians under age 40, which is roughly 100 million people. According to 2014 BBG research, VOA's Indonesian Service reaches roughly 30 million people, or 18.5 percent of the adult population. VOA's programs are carried by more than 400 FM/AM radio, TV and web affiliates. The service aims to complement Indonesian media with professional news and information to support Indonesia's young democracy. The service has 3.76 million fans on its frequently updated Facebook page and more than 224,000 followers on Twitter. Sample programs include: "VOA Aje," a short insert on life in America for one of Jakarta's top stations, Bens Radio; "Start Your Day with VOA," a 30-minute morning news program for the Sindo Radio Network; "VOA DC," a one-hour popular culture and news program;

“Our World,” a weekly half-hour human interest TV magazine aired by Metro TV; and VOA’s weekly segment for “Muslim News Today” on Trans TV.

## VOA KOREAN SERVICE

FY 2015: \$2.862 million (\$3.838 million with program delivery)

**Origin:** 1942

**Delivery Method:** Radio (SW, MW, Satellite), Website and Mobile Site, Social Media

**Radio Original Programming:** 34 hours/week

**Radio Total Broadcasting:** 42 hours/week

VOA’s Korean Service broadcasts information about events in North Korea, South Korea, the United States and the world, including international reactions to human rights conditions in North Korea and North Korean nuclear and missile programs. It aims to serve an audience that has no freedom of speech, press or assembly. The service targets the elites in North Korea and informs them about U.S. policy toward North Korea and closely covers activities of U.S. government officials and members of Congress. The service also dispels systematic propaganda against the United States imposed by the North Korean government. Sample programs include: “VOA News Today,” a daily news program, focused on current events and trends affecting North Korea; “News Focus,” a weekly program, which reviews the week’s top news stories; and “Live from Washington,” a daily current affairs program that features news and information about the United States and the world.

## VOA TIBETAN SERVICE

FY 2015: \$3.577 million (\$3.766 million with program delivery)

**Origin:** 1991

**Delivery Method:** Radio (SW, Satellite), Television (Satellite), Website and Mobile Site, Social Media

**Radio Original Programming:** 42 hours/week

**Radio Total Broadcasting:** 70 hours/week

**Television Original Programming:** 3 hours/week

**Television Total Broadcasting:** 24 hours/week

VOA Tibetan audiences are located in Tibet, in the ethnic Tibetan regions of China in Qinghai, Sichuan, Gansu and Yunnan, as well as in Bhutan, Nepal and India. VOA Tibetan reaches its target audience on television, radio and the internet with news and features unavailable to Tibetans through state-controlled Chinese media. VOA offers critical discussions on important issues and provides information and expertise that help support the development of civil society. Sample programs include: “Kunleng,” a twice-weekly, one-hour news and interview program highlighting social and cultural trends, economic and environmental concerns, and political developments in Tibet and China; “Youth & Education,” a radio call-in show; “Table

Talk,” an audio interview program with newsmakers, writers, artists, entrepreneurs, educators and politicians; “Phayul Lengthig,” a call-in program focusing on cultural life inside Tibet; “Tibet in Review,” a feature program that takes an in-depth look at news stories; and “VOA Interviews,” a 15-minute TV program optimized for mobile devices that speaks with successful, innovative and creative Tibetans around the world who can act as role models for young people in the target region.

## VOA BURMESE SERVICE

FY 2015: \$3.004 million (\$3.266 million with program delivery)

**Origin:** 1943

**Delivery Method:** Radio (SW, AM, FM), Television (Satellite), Social Media (YouTube, Twitter, Facebook, Blog)

**Radio Original Programming:** 17.5 hours/week

**Radio Total Broadcasting:** 31.5 hours/week

**Television Original Programming:** 3.5 hours/week

**Television Total Broadcasting:** 22.5 hours/week

VOA’s Burmese service targets Burma and parts of Thailand. BBG research shows that in 2015, VOA broadcasts reached 6.1 percent of the total population. VOA Burmese Facebook is followed by over 3.4 million fans and is one the most popular Facebook sites in Burma. VOA broadcasts daily news inside Burma and covers a variety of topics including U.S. politics, science, technology and sports. The service fulfills another important role by educating and engaging audiences with lessons and features on English teaching, health, society, lifestyle and entertainment. These programs are now rebroadcasted in state-run MRTV stations, an Army-run Myawaddy TV station, and the privately owned SkyNet radio channels City FM, Cherry FM and Shwe FM. VOA English lessons are reprinted in the popular weekly “7-Days News Journal.” The country is in a significant political transition toward democracy after decades of U.S.-led, Western political and economic sanctions. Following a landslide, general election victory in November 2015, the National League for Democracy, the pro-democracy opposition party led by Nobel Laureate Aung San Suu Kyi, has formed a civilian government for the first time since 1962. Yet, the new government faces numerous hurdles ahead, such as poverty eradication, ethnic armed conflicts and rampant opium and illicit drug production.

## VOA KHMER SERVICE

FY 2015: \$2.096 million (\$2.186 million with program delivery)

**Origin:** 1962 (also on air 1955-1957)

**Delivery Method:** Radio (SW, AM, FM Affiliates), Television, Website and Mobile Site, Social Media

**Radio Original Programming:** 10.5 hours/week

**Radio Total Broadcasting:** 10.5 hours/week; Also repeated 14 hours/week by affiliates

**Television Original Programming:** 1.2 hours/week

**Television Total Broadcasting:** 1.2 hours/week; Also repeated 14 hours/week by affiliates

VOA Khmer served as a reliable voice on the airwaves during three decades of war and turmoil, and the service now reaches its audience in Cambodia on radio, TV, and the internet. BBG research from 2014 shows that VOA Khmer reaches 17.4 percent of the population via radio on AM, shortwave and FM affiliate stations and 8.5 percent of it via television. News focuses on information about the United States and Cambodia, in addition to coverage on sensitive Cambodian issues that local media tend to avoid, such as land grabs, corruption, judicial reform and human rights abuses. VOA Khmer TV programs air on two of the main TV stations in Cambodia, CTN and TVK. Sample programs include: “Washington Today,” a daily TV news segment covering U.S. news; “Discovering,” a collection of five international news stories aired each week on the Cambodian national television station, TVK; “TV Special English,” a four-minute special report on health, agriculture and economics that airs five times a week, and explains key English terms; and “Hello VOA,” a 30-minute live radio call-in talk show, airing Monday and Thursday evenings, featuring guests from NGOs, the government, businesses and universities.

## VOA VIETNAMESE SERVICE

FY 2015: \$1.689 million (\$1.709 million with program delivery)

**Origin:** 1951 (also on air 1943-1946)

**Delivery Method:** Television (Satellite), Radio (MW, Satellite), Website and Mobile Site, Social Media

**Radio Original Programming:** 10.5 hours/week

**Radio Total Broadcasting:** 10.5 hours/week

**Television Original Programming:** 1 hour/week

**Television Total Broadcasting:** 1 hour/week

VOA Vietnamese broadcasts news about Vietnam, the United States and the world via television, radio and the internet. It provides Vietnamese audiences with professional news in a market where media are state-owned and tightly controlled. VOA journalists engage with audience members through blogs, social media, RSS feeds and an e-newsletter. VOA Vietnamese also provides proxies to its website, social media sites and other activist and dissident websites that are blocked by the government. Despite being blocked, visits to the service’s website average about

2 million visits per month. VOA’s Vietnamese YouTube is currently the most viewed channel at VOA with 8–12 million views per month. VOA’s Vietnamese Facebook page has over 1.3 million fans. Sixty-four percent of VOA’s monthly users say a main reason they access VOA content is to get news about Vietnam they can’t get from other sources, while half (51 percent) say it is to get international news that is unavailable elsewhere. Sample programs include: “Vietnam in Focus,” a Monday to Friday program featuring interviews with newsmakers about Vietnam issues; “Viet Youth Roundtable,” a weekly program for Vietnamese youth worldwide to discuss current affairs; and “VOA Express,” a video webcast on YouTube and on satellite with phone interviews and video footage obtained from on-the-ground sources. The VOA Vietnamese website also provides breaking world news; a “Vietnam in Focus” news report; blogs covering politics, economics and social issues; and English-language learning shows.

## VOA CANTONESE SERVICE

FY 2015: \$1.101 million (\$1.126 million with program delivery)

**Origin:** 1987 (also on air 1941-1945 and 1949-1963)

**Delivery Method:** Radio (SW, MW, and Affiliates in Hong Kong and Australia), Satellite Television, Website and Mobile Site, Social Media

**Radio Original Programming:** 14 hours/week

**Radio Total Broadcasting:** 28 hours/week

**Television Original Programming:** .10 hours (6 minutes)/week

**Television Total Broadcasting:** .30 hours (18 minutes)/week

The VOA Cantonese Service reaches an audience of elite entrepreneurs, businessmen, soldiers and students, as well as aspiring rural residents, who either do not understand Mandarin well or prefer their native dialect. The service also reaches Cantonese speakers in Hong Kong, Macau, Vietnam, Australia and other Chinese communities where Cantonese is more widely spoken than Mandarin. VOA’s China Branch also provides popular English-language learning programs and daily e-mail newsletters to Cantonese speakers. It offers audiences news with a broad range of views that are unavailable on Chinese state media and provides information that the average Chinese can use to build a civil society. Sample programs include: four-minute headline news segments every half hour, with world, regional and local developments; and “American Report,” a weekly TV feature on American life that airs on local stations throughout Guangdong province and Hong Kong.

## VOA LAO SERVICE

FY 2015: \$809,000 (\$829,000 with program delivery)

**Origin:** 1962

**Delivery Method:** Radio (SW, MW, and Cross-border FM Affiliates), Television (Affiliate), Website and Mobile Site, Social Media

**Radio Original Programming:** 3.5 hours per week

**Radio Total Broadcasting:** 3.5 hours/week

**Television Original Programming:** .09 hour (7 minutes)/week

**Television Total Broadcasting:** .28 hour (17 minutes)/week

VOA Lao broadcasts can be heard on shortwave, medium wave, local FM affiliate stations and the internet. VOA programs provide news and information about Laos, the world and the United States. VOA Lao serves is a resource for information on emergency or critical situations developing in the country. It also reports on Lao government activities not reported on in government-controlled media, including inefficiency, lack of accountability and corruption. The Lao service also provides information on education for isolated minority audiences in remote areas of the country. VOA Lao English teaching programs are broadcast on Lao national radio and television, and the service's feature stories have run in newspapers and magazines in the capital city of Vientiane.

## VOA THAI SERVICE

FY 2015: \$787,000 (\$787,000 with program delivery)

**Origin:** 1962 (also on air 1942–1958)

**Delivery Method:** Cable Television; Radio (FM Affiliates); Website and Mobile Site; Social Media; SMS

**Radio Original Programming:** 8.7 hours/week

**Radio Total Broadcasting:** 8.7 hours/week

**Television Original Programming:** .28 hour (17 minutes)/week

**Television Total Broadcasting:** .28 hour (17 minutes)/week

The VOA Thai Service operates on an affiliate-based strategy, which places programs on FM radio and TV affiliates in the country. Some of the Thai service affiliates broadcast in the predominantly Muslim south, where more than 4,000 people have been killed since 2004 by separatists who want to establish an Islamic state. Sample programs include: "Hotline News from VOA Washington," a live news program on world news, U.S. government and economic policies, U.S. relations with Asian countries, and segments on business, science and medicine and social issues; "Weekend with VOA," a 30-minute talk show summarizing important events of the week; "English American Style," a Sunday show that teaches American idioms; and "Report from America," a weekly show covering U.S.-Thai relations and reports on the Thai diaspora.



# COUNTRY PROFILES

## EAST ASIA PACIFIC REGION COUNTRY BY COUNTRY PROFILES

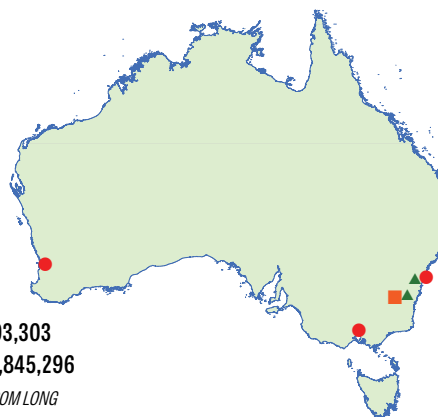
# Australia

## DEMOGRAPHICS

Geographic area: **7,682,300 sq. km.**  
 Population: **23,490,736 (2014)**  
 Below 24 yrs. old: **32%**  
 Refugee population: **35,582**  
 Urban population: **89.4%**  
 GDP/capita: **\$56,328**  
 Unemployment: **6.1%**  
 Below poverty line: **-**

## COMMUNICATIONS AND LITERACY

FH Media Freedom: **Free**  
 Internet users/100 people: **85 (2014)**  
 Mobile phones/100 people: **131 (2014)**  
 Literacy:  
 Avg. years of education: Females: **21 (2013)**  
 Males: **20 (2013)**



## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: **\$2,522,643** FY14 ACTUAL: **\$2,541,407** FY15 ACTUAL: **\$2,603,303**  
**Total Reported** FY13 ACTUAL: **\$5,728,453** FY14 ACTUAL: **\$2,648,692** FY15 ACTUAL: **\$2,845,296**

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|                                    |                  |
|------------------------------------|------------------|
| Cultural Programs (Post Generated) | <b>\$670,173</b> |
| Support for Mission Initiatives    | <b>\$540,000</b> |
| Digital Outreach                   | <b>\$282,290</b> |
| Media/Press Activities             | <b>\$217,744</b> |
| VIP Visits (Press Support)         | <b>\$182,201</b> |

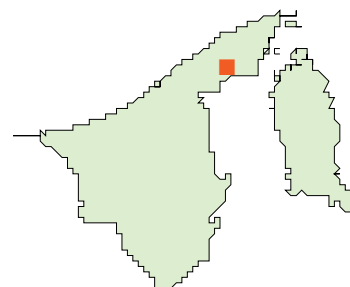
# Brunei Darussalam

## DEMOGRAPHICS

Geographic area: **5,270 sq. km.**  
 Population: **417,394 (2014)**  
 Below 24 yrs. old: **41%**  
 Refugee population: **-**  
 Urban population: **77.2%**  
 GDP/capita: **\$36,608**  
 Unemployment: **1.7%**  
 Below poverty line: **-**

## COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**  
 Internet users/100 people: **69 (2014)**  
 Mobile phones/100 people: **110 (2014)**  
 Literacy: **96%**  
 Avg. years of education: Females: **15 (2014)**  
 Males: **15 (2014)**

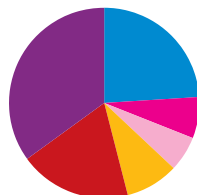


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: **\$202,030** FY14 ACTUAL: **\$243,942** FY15 ACTUAL: **\$274,697**  
**Total Reported** FY13 ACTUAL: **\$468,687** FY14 ACTUAL: **\$250,151** FY15 ACTUAL: **\$305,292**

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|                                  |                 |
|----------------------------------|-----------------|
| Support for Mission Initiatives  | <b>\$92,746</b> |
| Educational Advising & Promoting | <b>\$31,226</b> |
| Study in the U.S.                |                 |
| Post-Generated Exchanges         | <b>\$26,406</b> |
| Supplementing ECA Programs       | <b>\$24,013</b> |
| Media/Press Activities           | <b>\$22,201</b> |

### Piechart Key: PD Spending by Theme

|           |               |           |         |           |       |
|-----------|---------------|-----------|---------|-----------|-------|
| Culture   | Education     | Economics | Science | Military  | CVE   |
| Democracy | Civil Society | Women     | Youth   | Religious | Other |

### Map Key

|                |           |
|----------------|-----------|
| Embassy        | Consulate |
| American Space |           |

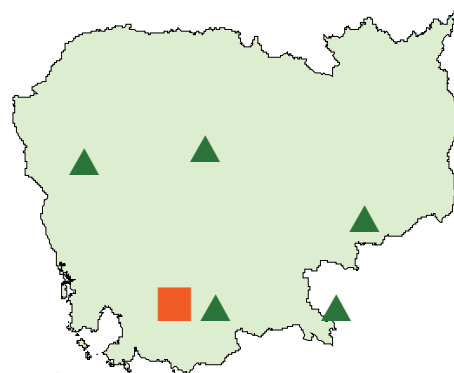
# Cambodia

## DEMOGRAPHICS

Geographic area: 176,520 sq. km.  
Population: 15,328,136 (2014)  
Below 24 yrs. old: 53%  
Refugee population: 63  
Urban population: 20.7%  
GDP/capita: \$1,159  
Unemployment: -  
Below poverty line: 17.7%

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free  
Internet users/100 people: 9 (2014)  
Mobile phones/100 people: 133 (2014)  
Literacy: 74%  
Avg. years of education: Females: -  
Males: -

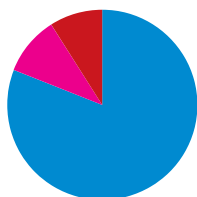


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: \$570,349 FY14 ACTUAL: \$711,196 FY15 ACTUAL: \$881,854  
**Total Reported** FY13 ACTUAL: \$3,270,938 FY14 ACTUAL: \$807,945 FY15 ACTUAL: \$5,966,885

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|                                 |           |
|---------------------------------|-----------|
| Post-Generated Exchanges        | \$333,352 |
| Support for Mission Initiatives | \$113,655 |
| Supplementing ECA Programs      | \$75,596  |
| American Spaces (not centers)   | \$61,397  |
| Digital Outreach                | \$54,182  |

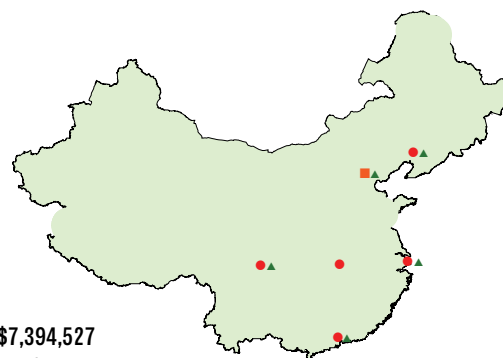
# China

## DEMOGRAPHICS

Geographic area: 9,388,211 sq. km.  
Population: 1,364,270,000 (2014)  
Below 24 yrs. old: 31%  
Refugee population: 301,052  
Urban population: 55.6%  
GDP/capita: \$7,925  
Unemployment: 4.1%  
Below poverty line: -

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free  
Internet users/100 people: 49 (2014)  
Mobile phones/100 people: 92 (2014)  
Literacy: 95%  
Avg. years of education: Females: 14 (2013)  
Males: 14 (2013)

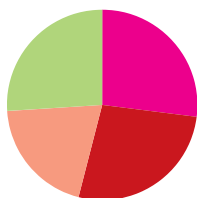


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: \$6,383,297 FY14 ACTUAL: \$7,281,588 FY15 ACTUAL: \$7,394,527  
**Total Reported** FY13 ACTUAL: \$25,794,247 FY14 ACTUAL: \$7,760,211 FY15 ACTUAL: \$7,882,036

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|                                    |             |
|------------------------------------|-------------|
| Other                              | \$3,428,540 |
| Cultural Programs (Post Generated) | \$733,662   |
| Educational Advising & Promoting   | \$659,663   |
| Study in the U.S.                  |             |
| Media/Press Activities             | \$563,489   |
| Support for Mission Initiatives    | \$561,649   |

### Piechart Key: PD Spending by Theme

|           |               |           |         |           |       |
|-----------|---------------|-----------|---------|-----------|-------|
| Culture   | Education     | Economics | Science | Military  | CVE   |
| Democracy | Civil Society | Women     | Youth   | Religious | Other |

### Map Key

|                |           |
|----------------|-----------|
| Embassy        | Consulate |
| American Space |           |

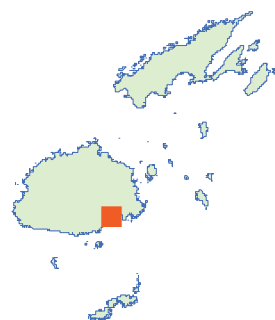
# Fiji

## DEMOGRAPHICS

Geographic area: **18,270 sq. km.**  
 Population: **886,450 (2014)**  
 Below 24 yrs. old: **46%**  
 Refugee population: **13**  
 Urban population: **53.7%**  
 GDP/capita: **\$4,916**  
 Unemployment: **9%**  
 Below poverty line: **35.2%**

## COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**  
 Internet users/100 people: **42 (2014)**  
 Mobile phones/100 people: **99 (2014)**  
 Literacy: **-**  
 Avg. years of education: Females: **-**  
 Males: **-**

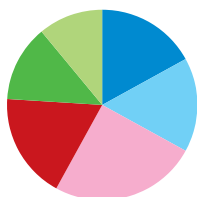


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: **\$411,673** FY14 ACTUAL: **\$447,397** FY15 ACTUAL: **\$588,563**  
**Total Reported** FY13 ACTUAL: **\$757,688** FY14 ACTUAL: **\$484,194** FY15 ACTUAL: **\$917,207**

*(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)*

### Total PD Spending by Theme



### Top Spending by Activity

|                                    |                  |
|------------------------------------|------------------|
| Other                              | <b>\$416,382</b> |
| Cultural Programs (Post Generated) | <b>\$28,346</b>  |
| Digital Outreach                   | <b>\$25,989</b>  |
| American Spaces (not centers)      | <b>\$20,537</b>  |
| Support for Mission Initiatives    | <b>\$18,425</b>  |

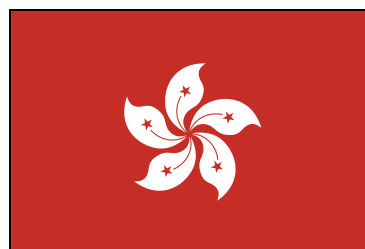
# Hong Kong

## DEMOGRAPHICS

Geographic area: **1,050 sq. km.**  
 Population: **7,241,700 (2014)**  
 Below 24 yrs. old: **23%**  
 Refugee population: **170**  
 Urban population: **100%**  
 GDP/capita: **\$42,423**  
 Unemployment: **3.2%**  
 Below poverty line: **-**

## COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**  
 Internet users/100 people: **75 (2014)**  
 Mobile phones/100 people: **234 (2014)**  
 Literacy: **-**  
 Avg. years of education: Females: **16 (2014)**  
 Males: **16 (2014)**



## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: **\$1,295,057** FY14 ACTUAL: **\$1,361,110** FY15 ACTUAL: **\$1,483,755**  
**Total Reported** FY13 ACTUAL: **\$2,293,122** FY14 ACTUAL: **\$1,386,503** FY15 ACTUAL: **\$1,562,913**

*(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)*

### Total PD Spending by Theme



### Top Spending by Activity

|                                    |                  |
|------------------------------------|------------------|
| Media/Press Activities             | <b>\$231,214</b> |
| Support for Mission Initiatives    | <b>\$224,804</b> |
| Cultural Programs (Post Generated) | <b>\$198,441</b> |
| Educational Advising & Promoting   | <b>\$106,683</b> |
| Study in the U.S.                  |                  |
| Speaker Programs (Post Generated)  | <b>\$106,020</b> |

### Piechart Key: PD Spending by Theme

|           |               |           |         |           |       |
|-----------|---------------|-----------|---------|-----------|-------|
| Culture   | Education     | Economics | Science | Military  | CVE   |
| Democracy | Civil Society | Women     | Youth   | Religious | Other |

### Map Key

|                |           |
|----------------|-----------|
| Embassy        | Consulate |
| American Space |           |

# Indonesia

## DEMOGRAPHICS

Geographic area: 1,811,570 sq. km.  
 Population: 254,454,778  
 (2014)  
 Below 24 yrs. old: 45%  
 Refugee population: 4,270  
 Urban population: 53.7%  
 GDP/capita: \$3,346  
 Unemployment: 5.9%  
 Below poverty line: 11.3%

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free  
 Internet users/100 people: 17 (2014)  
 Mobile phones/100 people: 129 (2014)  
 Literacy: 93%  
 Avg. years of education: Females: 13 (2013)  
 Males: 13 (2013)



## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: \$4,334,519 FY14 ACTUAL: \$5,113,591 FY15 ACTUAL: \$5,256,991  
**Total Reported** FY13 ACTUAL: \$29,781,743 FY14 ACTUAL: \$5,517,627 FY15 ACTUAL: \$5,661,952

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

American Centers \$2,407,671  
 Support for Mission Initiatives \$596,492  
 Cultural Programs (Post Generated) \$541,985  
 Post-Generated Exchanges \$316,017  
 Media/Press Activities \$246,327

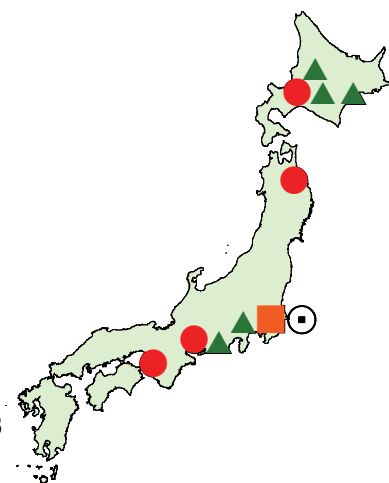
# Japan

## DEMOGRAPHICS

Geographic area: 364,560 sq. km.  
 Population: 127,131,800  
 (2014)  
 Below 24 yrs. old: 23%  
 Refugee population: 2,560  
 Urban population: 93.5%  
 GDP/capita: \$32,477  
 Unemployment: 3.5%  
 Below poverty line: -

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Free  
 Internet users/100 people: 91 (2014)  
 Mobile phones/100 people: 120 (2014)  
 Literacy: -  
 Avg. years of education: Females: 15 (2013)  
 Males: 15 (2013)



## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: \$8,474,231 FY14 ACTUAL: \$8,437,195 FY15 ACTUAL: \$8,575,313  
**Total Reported** FY13 ACTUAL: \$16,981,594 FY14 ACTUAL: \$8,666,186 FY15 ACTUAL: \$8,882,818

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

Support for Mission Initiatives \$1,493,180  
 Educational Advising & Promoting Study in the U.S. \$1,435,309  
 Media/Press Activities \$1,220,609  
 Speaker Programs (Post Generated) \$1,048,088  
 Cultural Programs (Post Generated) \$930,645

### Piechart Key: PD Spending by Theme

Culture (blue) Education (light blue) Economics (pink) Science (light pink) Military (yellow) CVE (orange)  
 Democracy (red) Civil Society (light orange) Women (green) Youth (light green) Religious (purple) Other (grey)

### Map Key

Embassy (orange square) Consulate (green circle)  
 American Space (yellow triangle)

# Korea, Democratic People's Republic

## DEMOGRAPHICS

Geographic area: 120,410 sq. km.  
Population: 25,026,772 (2014)  
Below 24 yrs. old: 37%  
Refugee population:  
Urban population: 60.9%  
GDP/capita:  
Unemployment: -  
Below poverty line: -

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free  
Internet users/100 people: 0 (2005)  
Mobile phones/100 people: 11 (2014)  
Literacy: 100%  
Avg. years of education: Females: -  
Males: -



## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: \$0 FY14 ACTUAL: \$0 FY15 ACTUAL: \$0

**Total Reported** FY13 ACTUAL: \$0 FY14 ACTUAL: \$0 FY15 ACTUAL: \$0

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme

### Top Spending by Activity

None

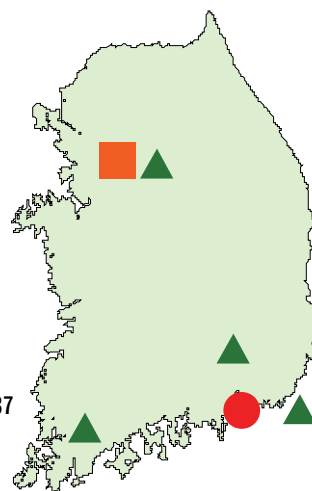
# Korea, Republic of

## DEMOGRAPHICS

Geographic area: 97,466 sq. km.  
Population: 50,423,955 (2014)  
Below 24 yrs. old: 28%  
Refugee population: 1,173  
Urban population: 82.5%  
GDP/capita: \$27,222  
Unemployment: 3.5%  
Below poverty line: -

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free  
Internet users/100 people: 84 (2014)  
Mobile phones/100 people: 116 (2014)  
Literacy: -  
Avg. years of education: Females: 16 (2014)  
Males: 17 (2014)



## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: \$3,748,614 FY14 ACTUAL: \$4,178,311 FY15 ACTUAL: \$4,851,896

**Total Reported** FY13 ACTUAL: \$10,910,950 FY14 ACTUAL: \$4,681,751 FY15 ACTUAL: \$5,058,337

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme

### Top Spending by Activity



American Centers \$1,290,171  
Support for Mission Initiatives \$944,802  
Cultural Programs (Post Generated) \$611,269  
Digital Outreach \$398,478  
Media/Press Activities \$313,295

### Piechart Key: PD Spending by Theme

Culture Education Economics Science Military CVE  
Democracy Civil Society Women Youth Religious Other

### Map Key

Embassy Consulate  
American Space

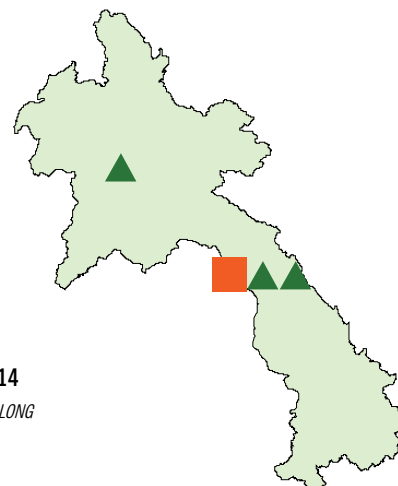
# Laos

## DEMOGRAPHICS

Geographic area: **230,800 sq. km.**  
 Population: **6,689,300 (2014)**  
 Below 24 yrs. old: **58%**  
 Refugee population: **-**  
 Urban population: **38.6%**  
 GDP/capita: **\$1,812**  
 Unemployment: **1.4%**  
 Below poverty line: **23.2%**

## COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**  
 Internet users/100 people: **14 (2014)**  
 Mobile phones/100 people: **67 (2014)**  
 Literacy: **73%**  
 Avg. years of education: Females: **10 (2014)**  
 Males: **11 (2014)**

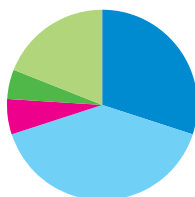


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: **\$412,349** FY14 ACTUAL: **\$443,705** FY15 ACTUAL: **\$345,854**  
**Total Reported** FY13 ACTUAL: **\$2,674,002** FY14 ACTUAL: **\$519,120** FY15 ACTUAL: **\$513,314**

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|   |                 |
|---|-----------------|
| Support for English Language Teaching/Learning                    | <b>\$68,821</b> |
| Cultural Programs (Post Generated)                                | <b>\$64,564</b> |
| Support for Mission Initiatives                                   | <b>\$64,276</b> |
| Educational Initiatives (not including English Language programs) | <b>\$31,669</b> |
| American Centers  | <b>\$23,436</b> |

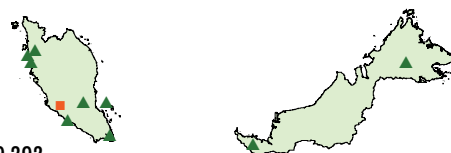
# Malaysia

## DEMOGRAPHICS

Geographic area: **328,550 sq. km.**  
 Population: **29,901,997 (2014)**  
 Below 24 yrs. old: **45%**  
 Refugee population: **99,086**  
 Urban population: **74.7%**  
 GDP/capita: **\$9,766**  
 Unemployment: **2.9%**  
 Below poverty line: **0.6%**

## COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**  
 Internet users/100 people: **68 (2014)**  
 Mobile phones/100 people: **149 (2014)**  
 Literacy: **93%**  
 Avg. years of education: Females: **-**  
 Males: **-**

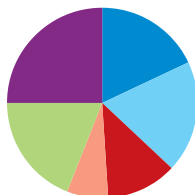


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: **\$1,480,589** FY14 ACTUAL: **\$1,805,280** FY15 ACTUAL: **\$2,649,392**  
**Total Reported** FY13 ACTUAL: **\$6,967,034** FY14 ACTUAL: **\$2,027,167** FY15 ACTUAL: **\$2,882,855**

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|  |                    |
|--|--------------------|
| Alumni Outreach                                | <b>\$1,072,911</b> |
| Cultural Programs (Post Generated)             | <b>\$298,348</b>   |
| Support for Mission Initiatives                | <b>\$242,952</b>   |
| Media/Press Activities                         | <b>\$211,917</b>   |
| Support for English Language Teaching/Learning | <b>\$203,265</b>   |

### Piechart Key: PD Spending by Theme

|           |               |           |         |           |       |
|-----------|---------------|-----------|---------|-----------|-------|
| Culture   | Education     | Economics | Science | Military  | CVE   |
| Democracy | Civil Society | Women     | Youth   | Religious | Other |

### Map Key

|                |           |
|----------------|-----------|
| Embassy        | Consulate |
| American Space |           |

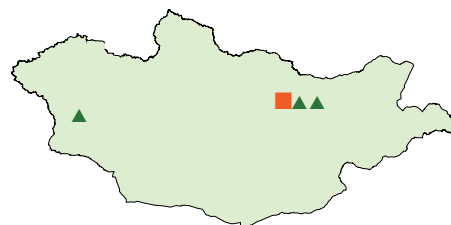
# Mongolia

## DEMOGRAPHICS

Geographic area: 1,553,560 sq. km.  
Population: 2,909,871 (2014)  
Below 24 yrs. old: 46%  
Refugee population: 6  
Urban population: 72%  
GDP/capita: \$3,973  
Unemployment: 7.9%  
Below poverty line: 21.6%

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free  
Internet users/100 people: 27 (2014)  
Mobile phones/100 people: 105 (2014)  
Literacy: 98%  
Avg. years of education: Females: 15 (2014)  
Males: 14 (2014)

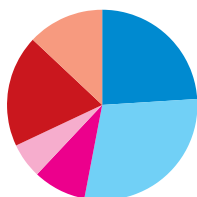


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: \$442,540 FY14 ACTUAL: \$475,522 FY15 ACTUAL: \$653,504  
**Total Reported** FY13 ACTUAL: \$3,067,663 FY14 ACTUAL: \$553,217 FY15 ACTUAL: \$720,711

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|   |           |
|---|-----------|
| Support for Mission Initiatives                                   | \$313,467 |
| Support for English Language Teaching/Learning                    | \$60,992  |
| Cultural Programs (Post Generated)                                | \$47,262  |
| American Spaces (not centers)                                     | \$36,644  |
| Educational Initiatives (not including English Language programs) | \$34,217  |

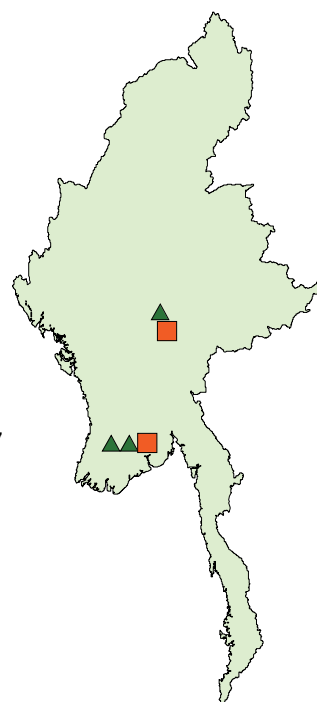
# Myanmar

## DEMOGRAPHICS

Geographic area: 653,080 sq. km.  
Population: 53,437,159 (2014)  
Below 24 yrs. old: 46%  
Refugee population: -  
Urban population: 34.1%  
GDP/capita: \$1,204  
Unemployment: -  
Below poverty line: -

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free  
Internet users/100 people: 2 (2014)  
Mobile phones/100 people: 54 (2014)  
Literacy: 93%  
Avg. years of education: Females: -  
Males: -

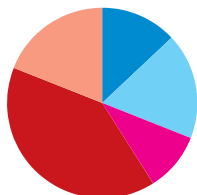


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: \$940,254 FY14 ACTUAL: \$1,487,365 FY15 ACTUAL: \$1,482,587  
**Total Reported** FY13 ACTUAL: \$5,681,075 FY14 ACTUAL: \$3,126,713 FY15 ACTUAL: \$3,283,767

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|  |           |
|--|-----------|
| American Spaces (not centers)                  | \$300,899 |
| Supplementing ECA Programs                     | \$199,928 |
| Support for English Language Teaching/Learning | \$192,566 |
| Media/Press Activities                         | \$175,192 |
| Support for Mission Initiatives                | \$153,762 |

### Piechart Key: PD Spending by Theme

|           |               |           |         |           |       |
|-----------|---------------|-----------|---------|-----------|-------|
| Culture   | Education     | Economics | Science | Military  | CVE   |
| Democracy | Civil Society | Women     | Youth   | Religious | Other |

### Map Key

|                |           |
|----------------|-----------|
| Embassy        | Consulate |
| American Space |           |

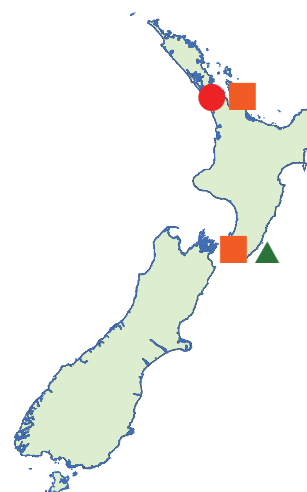
# New Zealand

## DEMOGRAPHICS

Geographic area: **263,310 sq. km.**  
 Population: **4,509,700 (2014)**  
 Below 24 yrs. old: **34%**  
 Refugee population: **1,349**  
 Urban population: **86.3%**  
 GDP/capita: **\$37,808**  
 Unemployment: **5.8%**  
 Below poverty line: **-**

## COMMUNICATIONS AND LITERACY

FH Media Freedom: **Free**  
 Internet users/100 people: **86 (2014)**  
 Mobile phones/100 people: **112 (2014)**  
 Literacy: **-**  
 Avg. years of education: Females: **20 (2013)**  
 Males: **18 (2013)**

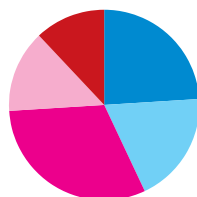


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: **\$1,048,990** FY14 ACTUAL: **\$1,229,955** FY15 ACTUAL: **\$1,328,791**  
**Total Reported** FY13 ACTUAL: **\$2,813,380** FY14 ACTUAL: **\$1,314,910** FY15 ACTUAL: **\$1,432,383**

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|                                    |                  |
|------------------------------------|------------------|
| Support for Mission Initiatives    | <b>\$592,246</b> |
| Digital Outreach                   | <b>\$169,915</b> |
| Cultural Programs (Post Generated) | <b>\$122,339</b> |
| Educational Advising & Promoting   | <b>\$102,639</b> |
| Study in the U.S.                  |                  |
| American Spaces (not centers)      | <b>\$61,529</b>  |

# Papua New Guinea

## DEMOGRAPHICS

Geographic area: **452,860 sq. km.**  
 Population: **7,463,577 (2014)**  
 Below 24 yrs. old: **57%**  
 Refugee population: **4,929**  
 Urban population: **13%**  
 GDP/capita: **\$2,268**  
 Unemployment: **-**  
 Below poverty line: **39.9%**

## COMMUNICATIONS AND LITERACY

FH Media Freedom: **Free**  
 Internet users/100 people: **9 (2014)**  
 Mobile phones/100 people: **45 (2014)**  
 Literacy: **63%**  
 Avg. years of education: Females: **-**  
 Males: **-**

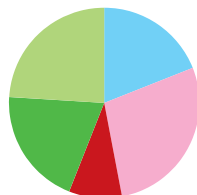


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: **\$220,091** FY14 ACTUAL: **\$318,520** FY15 ACTUAL: **\$363,806**  
**Total Reported** FY13 ACTUAL: **\$672,051** FY14 ACTUAL: **\$414,550** FY15 ACTUAL: **\$1,473,785**

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|                                 |                 |
|---------------------------------|-----------------|
| Other                           | <b>\$74,030</b> |
| Support for Mission Initiatives | <b>\$67,836</b> |
| American Spaces (not centers)   | <b>\$58,591</b> |
| American Centers                | <b>\$36,308</b> |
| Supplementing ECA Programs      | <b>\$23,147</b> |

### Piechart Key: PD Spending by Theme

|           |               |           |         |           |       |
|-----------|---------------|-----------|---------|-----------|-------|
| Culture   | Education     | Economics | Science | Military  | CVE   |
| Democracy | Civil Society | Women     | Youth   | Religious | Other |

### Map Key

|                |           |
|----------------|-----------|
| Embassy        | Consulate |
| American Space |           |

# Philippines

## DEMOGRAPHICS

Geographic area: 298,170 sq. km.  
 Population: 99,138,690 (2014)  
 Below 24 yrs. old: 52%  
 Refugee population: 222  
 Urban population: 44.4%  
 GDP/capita: \$2,899  
 Unemployment: 6.8%  
 Below poverty line: 25.23319%

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free  
 Internet users/100 people: 40 (2014)  
 Mobile phones/100 people: 111 (2014)  
 Literacy: 95%  
 Avg. years of education: Females: 13 (2013)  
 Males: 12 (2013)

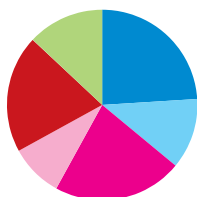


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: \$1,543,052 FY14 ACTUAL: \$1,990,210 FY15 ACTUAL: \$1,643,163  
**Total Reported** FY13 ACTUAL: \$6,142,729 FY14 ACTUAL: \$2,577,410 FY15 ACTUAL: \$2,314,176

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|                                 |           |
|---------------------------------|-----------|
| Support for Mission Initiatives | \$736,414 |
| Media/Press Activities          | \$168,998 |
| American Spaces (not centers)   | \$157,380 |
| Alumni Outreach                 | \$126,626 |
| Supplementing ECA Programs      | \$100,077 |

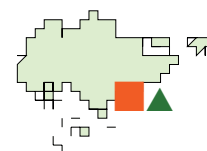
# Singapore

## DEMOGRAPHICS

Geographic area: 707 sq. km.  
 Population: 5,469,700 (2014)  
 Below 24 yrs. old: 29%  
 Refugee population: 3  
 Urban population: 100%  
 GDP/capita: \$52,889  
 Unemployment: 1.7%  
 Below poverty line: -

## COMMUNICATIONS AND LITERACY

FH Media Freedom: Not Free  
 Internet users/100 people: 82 (2014)  
 Mobile phones/100 people: 147 (2014)  
 Literacy: 97%  
 Avg. years of education: Females: -  
 Males: -

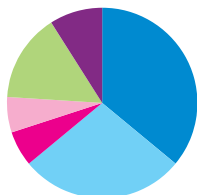


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: \$784,316 FY14 ACTUAL: \$1,105,400 FY15 ACTUAL: \$1,133,908  
**Total Reported** FY13 ACTUAL: \$1,990,669 FY14 ACTUAL: \$1,138,221 FY15 ACTUAL: \$1,201,995

(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)

### Total PD Spending by Theme



### Top Spending by Activity

|   |           |
|---|-----------|
| Cultural Programs (Post Generated)                                | \$390,945 |
| Support for Mission Initiatives                                   | \$268,344 |
| Educational Initiatives (not including English Language programs) | \$76,148  |
| Alumni Outreach   | \$70,612  |
| Digital Outreach  | \$60,812  |

### Piechart Key: PD Spending by Theme

|           |               |           |         |           |       |
|-----------|---------------|-----------|---------|-----------|-------|
| Culture   | Education     | Economics | Science | Military  | CVE   |
| Democracy | Civil Society | Women     | Youth   | Religious | Other |

### Map Key

|                |           |
|----------------|-----------|
| Embassy        | Consulate |
| American Space |           |

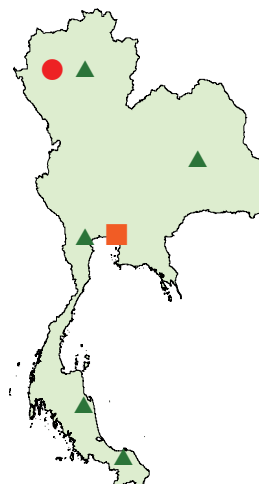
# Thailand

## DEMOGRAPHICS

Geographic area: **510,890 sq. km.**  
 Population: **67,725,979 (2014)**  
 Below 24 yrs. old: **31%**  
 Refugee population: **75,137**  
 Urban population: **50.4%**  
 GDP/capita: **\$5,816**  
 Unemployment: **0.8%**  
 Below poverty line: **10.5%**

## COMMUNICATIONS AND LITERACY

FH Media Freedom: **Not Free**  
 Internet users/100 people: **35 (2014)**  
 Mobile phones/100 people: **144 (2014)**  
 Literacy: **96%**  
 Avg. years of education: Females: **14 (2013)**  
 Males: **13 (2013)**

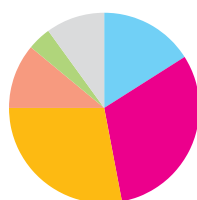


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: **\$1,689,951** FY14 ACTUAL: **\$1,866,209** FY15 ACTUAL: **\$2,440,894**  
**Total Reported** FY13 ACTUAL: **\$6,996,402** FY14 ACTUAL: **\$2,086,208** FY15 ACTUAL: **\$3,122,902**

*(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)*

### Total PD Spending by Theme



### Top Spending by Activity

|  |                  |
|--|------------------|
| Cultural Programs (Post Generated)             | <b>\$598,736</b> |
| Other  | <b>\$566,251</b> |
| Support for Mission Initiatives                | <b>\$493,051</b> |
| Media/Press Activities                         | <b>\$196,666</b> |
| Support for English Language Teaching/Learning | <b>\$165,251</b> |

# Timor Leste

## DEMOGRAPHICS

Geographic area: **14,870 sq. km.**  
 Population: **1,212,107 (2014)**  
 Below 24 yrs. old: **62%**  
 Refugee population: **-**  
 Urban population: **32.8%**  
 GDP/capita: **\$1,134**  
 Unemployment: **3.9%**  
 Below poverty line: **49.9%**

## COMMUNICATIONS AND LITERACY

FH Media Freedom: **Partly Free**  
 Internet users/100 people: **1 (2014)**  
 Mobile phones/100 people: **119 (2014)**  
 Literacy: **58%**  
 Avg. years of education: Females: **13 (2010)**  
 Males: **14 (2010)**

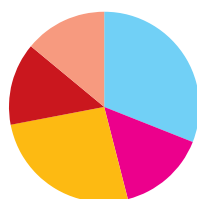


## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: **\$235,759** FY14 ACTUAL: **\$133,154** FY15 ACTUAL: **\$200,501**  
**Total Reported** FY13 ACTUAL: **\$1,525,105** FY14 ACTUAL: **\$134,714** FY15 ACTUAL: **\$1,128,327**

*(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)*

### Total PD Spending by Theme



### Top Spending by Activity

|                                 |                 |
|---------------------------------|-----------------|
| Supplementing ECA Programs      | <b>\$30,379</b> |
| Support for Mission Initiatives | <b>\$24,312</b> |
| Digital Outreach                | <b>\$21,747</b> |
| American Spaces (not centers)   | <b>\$18,503</b> |
| Media/Press Activities          | <b>\$15,060</b> |

### Piechart Key: PD Spending by Theme

|           |               |           |         |           |       |
|-----------|---------------|-----------|---------|-----------|-------|
| Culture   | Education     | Economics | Science | Military  | CVE   |
| Democracy | Civil Society | Women     | Youth   | Religious | Other |

### Map Key

|                |           |
|----------------|-----------|
| Embassy        | Consulate |
| American Space |           |

# Vietnam

## DEMOGRAPHICS

Geographic area: **310,070 sq. km.**  
 Population: **90,730,000 (2014)**  
 Below 24 yrs. old: **41%**  
 Refugee population: **-**  
 Urban population: **33.6%**  
 GDP/capita: **\$2,111**  
 Unemployment: **1.8%**  
 Below poverty line: **13.5%**

## COMMUNICATIONS AND LITERACY

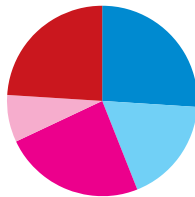
FH Media Freedom: **Not Free**  
 Internet users/100 people: **48 (2014)**  
 Mobile phones/100 people: **147 (2014)**  
 Literacy: **94%**  
 Avg. years of education: Females: **-**  
 Males: **-**

## PUBLIC DIPLOMACY SPENDING

**D&CP Total** FY13 ACTUAL: **\$1,528,532** FY14 ACTUAL: **\$2,868,323** FY15 ACTUAL: **\$2,779,327**  
**Total Reported** FY13 ACTUAL: **\$8,537,873** FY14 ACTUAL: **\$3,968,612** FY15 ACTUAL: **\$4,016,505**

*(TOTAL REPORTED FUNDING FOR FY13, FY14, AND FY15 CANNOT BE COMPARED DIRECTLY DUE TO DELAYS IN REPORTING FROM LONG PROGRAM CYCLES.)*

### Total PD Spending by Theme



### Top Spending by Activity

|  |           |
|--|-----------|
| Support for English Language Teaching/Learning | \$603,439 |
| Support for Mission Initiatives                | \$583,842 |
| Other  | \$324,609 |
| Cultural Programs (Post Generated)             | \$290,336 |
| Post-Generated Exchanges                       | \$209,400 |



### Piechart Key: PD Spending by Theme

|           |               |           |         |           |       |
|-----------|---------------|-----------|---------|-----------|-------|
| Culture   | Education     | Economics | Science | Military  | CVE   |
| Democracy | Civil Society | Women     | Youth   | Religious | Other |

### Map Key

|                |           |
|----------------|-----------|
| Embassy        | Consulate |
| American Space |           |